

ABSTRACT

FARAH ASTUTI. Analysis of Feasibility Brand of Niki Eco Tofu Home Industry at Soragan Village, Kasihan District, Bantul Regency, Daerah Istimewa Yogyakarta. Guided by **Agus Santosa** and **Ni Made Suyastiri YP.** This research aimed at evaluate the financial feasibility of "Niki Eco" tofu home industry and analyze the feasibility of plans to increase production capacity at "Niki Eco" tofu home industry. Research method using study case. The technique of feasibility using Net Present Value (NPV), Internal Rate of Return (IRR), Rentabilitas, R/C Ratio, and Net B/C Ratio. The result of the research show that home industry of "Niki Eco" tofu at Soragan Village, Kasihan District, Bantul Regency, Daerah Istimewa Yogyakarta can be maintained the Net Present Value is Rp 28.454.068 and Net B/C Ratio is 2%. Rentabilitas is 5% and R/C Ratio is 110%. After doing increase in production capacity by 50%, the Net Present Value (NPV) is Rp 613.388.738 and Net B/C Ratio is 45%. Rentabilitas is 45% and R/C Ratio is 150%,. The result show can be cultivated by home industry of "Niki Eco" tofu at Soragan Village, Kasihan District, Bantul Regency, Daerah Istimewa Yogyakarta.

Key word : "Niki Eco" Tofu, Financial Feasibility